

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #317880

Ms. E. Jones
R. L. JONES & SONS

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Ellie:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Men Lt 100</i>	12300-25365	1
<i>Ult Light 100</i>	12300-25363	1
<i>Lt Box 100</i>	12300-25370	1
<i>FF Box 100</i>	12300-25369	1

DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

May 19, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE:

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$280.21

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51852 2256

-2-

B1G1F

R. L. JONES & SONS

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY). SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD:

*4 CARTONS; ONE CARTON EACH STYLE:

DORAL MEN LT 100 / ULT LT 100 / LT Box 100 / FF Box 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$19.60 (4 (6M) case(s) @ \$4.90). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JN81-432.DOC

51852 2257

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 5
 DATE: 98-04-29
 TIME: 10:58 AM

 WHOLESALER : 317880 R.L.JONES & SONS, INC. <DIRECT>
 TEMPLATE : 800432 80600 DOR JUN 81G1F
 TEMPLATE SEQ : 0910
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162604	162225	492920	CAREY'S GROCERY INC	11-13 MAPLE AVE.	COHOCTON	NY	14826	1	NYS			(716)384-5632	
162605	162228	762549	ON THE WAY	102 S MAIN ST	ELMIRA	NY	14904	1				(607)734-5200	
162605	162225	521097	GEROWS GROCERY	2455 MEADS CREEK	PAINTED POST	NY	14870	3				(607)936-4878	
162605	162624	237030	GORHAM GROCERY	2621 MAIN STREET	GORHAM	NY	14461	1				(716)526-5522	
162605	162228	684578	MIDWAY MINI MART	5 JACKSTON AVENUE	BREESPORT	NY	14816	1				(607)739-2407	
162605	162225	712847	MORGANS GROCERY	100 HAMILTON ST	PENN YAN	NY	14527	1				(315)536-6621	
162605	162624	269708	FEDERAL HOLLOW MKT	9 S MAIN ST	RUSHVILLE	NY	14544	2				(716)554-3149	
162605	162225	763620	A-PLUS MINIT #60064	234 N HAMILTON ST	PAINTED POST	NY	14870	1	NYS	0362-0102		(607)962-5518	
162605	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	3	NYS			(607)732-0130	
162606	162225	269800	BOB WRIGHTS SER	68 MAIN ST	SAVONA	NY	14879	3				(607)583-4402	
162606	162225	651675	STOP & SHOP	JANE & LODER	HORNELL	NY	14843	5				(607)324-0305	
162606	162225	732132	HATFIELD'S CASH & C	113 GANSEVOORT ST	BATH	NY	14810	2				(607)776-2035	
162606	162225	700477	DISCOUNT BEVERAGE	371 1/2 W MORRIS	BATH	NY	14810	2				(607)776-2827	
162606		518787	RANCH GROCERY	RD 1, ROUTE 226	BRADFORD	NY	14815	1				(607)583-4199	
162606	162225	398329	EXPRESS FOODMART	17 N MAIN ST	ALFRED	NY	14802	1	NYS			(607)587-8443	
162606	162225	544681	LAKEVIEW MINI MART	6748 ROUTE 415 SO	BATH	NY	14810	2	NYS			(607)776-4910	

PAGE BREAK TOTAL ACCOUNTS: 16 TOTAL QUANTITY

30

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY

30

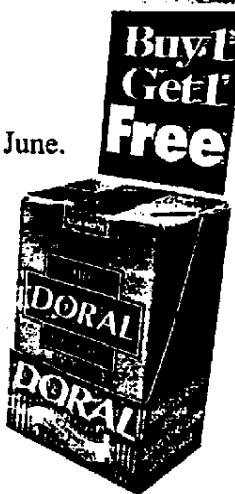
51852 2258

Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion:

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

**2-Pack
Sleeve**



Counter Display



51852 2259

Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

Details

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free.

**SWEEPSTAKES VOID IN MA, MI, AND VA,
AND WHERE PROHIBITED BY LAW.**

WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

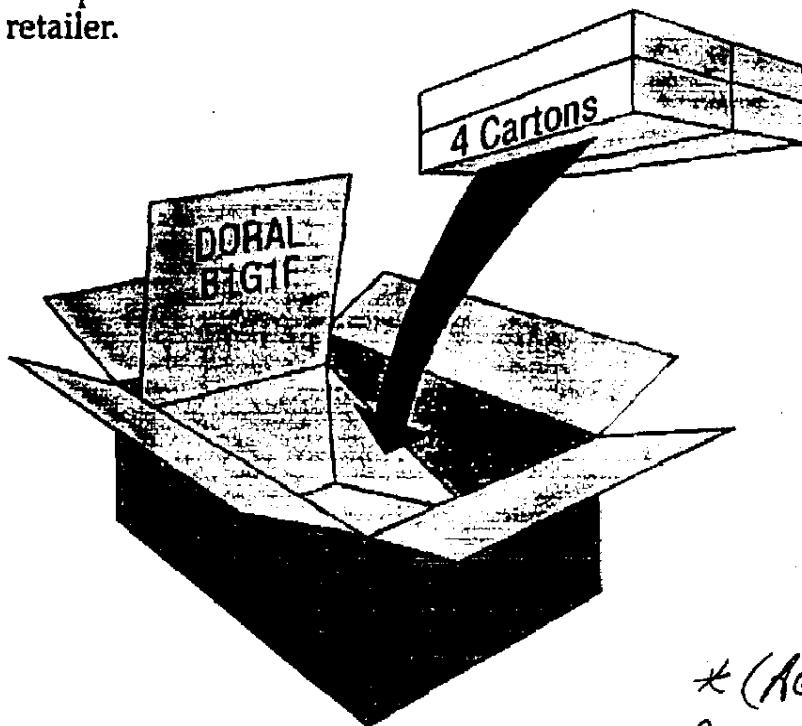
2ND QTR.'98

June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* (Accts w/15 or less)
Ensure Brand Mix
if only 2 staples
are shipped

Item: # 541865

Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	ULT LT 100	FF Box 100	LT Box 100		
Number of Cartons	1	1	1	1		

51852 2260